

# HANNAH ALKADI

## SOCIAL MEDIA STRATEGIST

### EXPERIENCE

#### Social Media Specialist • Chatterkick (2017 - Present)

- Monitored and analyzed 15+ client platforms using Sprout Social, SquareSpace, WordPress, and HubSpot
- Implemented, designed, and curated content for clients with Canva and Adobe Suite
- Reported on follows, impressions, and reactions to media

#### Freelance Social Media Strategist • The Internet (2016)

- Developed a long-term strategy for human rights campaign
- Introduced new marketing plan and brand standards for nonprofit and comedian
- Optimized demographics for better ad reach

#### Internships • MESH • Catapult (2015-2016)

- Engaged followers and subscribers with Facebook Business and Ads Manager and LinkedIn Marketing Services
- Organized social media calendar posts for maximum reach
- Wrote post copy to reflect brand voices on platforms Facebook, Twitter and Instagram

### SKILLS

#### Social

Hootsuite, Sendible, Sprout Social, Buffer

#### Digital

HubSpot, WordPress, Squarespace, Adobe Creative Suite, MS Office, MailChimp, Canva

#### Certifications

Hubspot Inbound Marketing, Hubspot Content Marketing

### EDUCATION

Louisiana State University • 2016

Digital Advertising • Visual Communications

### LINKS

#### Case Studies

<https://www.slideshare.net/HannahAlkadi>

#### Social Media

<https://hannahalkadi.com/portfolio/social/>

#### Design

<https://hannahalkadi.com/portfolio/design/>

#### Writing

<https://hannahalkadi.com/portfolio/writing/>

### CONTACT

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